



PRESS RELEASE

Contributors

MeyerBergman Erfgoed Groep, MeyerBergman Erfgoed Programmering, Hylkema Erfgoed Advies en Ontwerp, MeyerBergman Erfgoed Ontwikkeling

In alliance with

West8, Tom Postma Design, Tinker Imagineers, Natuurmonumenten, Staatsbosbeheer, Horwath HTL, Motivaction, Goudappel Coffeng, 4Building

Made By Holland to breathe new life into Soestdijk

Prestigious redevelopment project awarded to MeyerBergman Erfgoed Groep

On 8 June 2017, the Dutch Minister of the Interior and Kingdom Relations, Ronald Plasterk, announced that the Soestdijk estate is to be sold to MeyerBergman Erfgoed Groep. Their winning submission, *Made By Holland*, will develop Soestdijk into a platform and showcase for Dutch innovation and enterprise. As such, *Made By Holland* is responding to an urgent social need.

Dutch businesses, scientific institutes and knowledge organizations stand out in several areas: from water management to offshore, from agriculture to nutrition to fashion and design, from renewable energy to gaming. At Soestdijk they will be able to present themselves to each other and to the rest of the country. There will be opportunities for new initiatives which will make them accessible to the wider public, relevant business groups and investors interested in young talent, as well as foreign trading partners. *Made By Holland* will shine a spotlight on the innovative strength and excellent performance of Dutch companies and knowledge organizations.

The winning initiative was developed by MeyerBergman Erfgoed Groep. Various organizations work under this flag – all of whom are part of this family-owned business – with the jointly-held mission of working actively to preserve, develop and plan monumental heritage. The organization evolved from MeyerBergman and now has almost 50 years of experience in urban redevelopment. Maya Meijer-Bergmans: “The redevelopment of Soestdijk is a complex assignment. We are confident we can do it because we have the in-house expertise to make this challenge a success. We know what we are taking on, given that our work on the monumental gas factory in Amsterdam, Westergasfabriek, demonstrated that we are capable of painstakingly restoring and renovating a building complex. Our work has transformed the buildings and the surrounding area into a place where a wide variety of people feel at home.”

If you have any further questions, please contact Cees Wijburg: +31 (0)6 304 106 22 or cees@madebyholland.nl. Additional information can also be found on our website: www.madebyholland.nl